THE BUSINESS OF BUYING A STORE FRONT

PIONEER GLASS & PAINT COMPANY
13TH & HARNEY STREETS
OMAHA, NEBRASKA

THE BUSINESS
OF BUYING A
STORE FROM

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A STUDY of a store front selected because of its artistic merit and practical value. It is particularly suited for use as an art shop, shoe store or high-class confectionery store. Its possibilities are unlimited for the display of small articles.

Possibly
THIS BOOK
is Different

from anything else ever published on the subject, because it touches upon so many new phases of the store front problem in a manner peculiarly in accord with the merchant's point of view

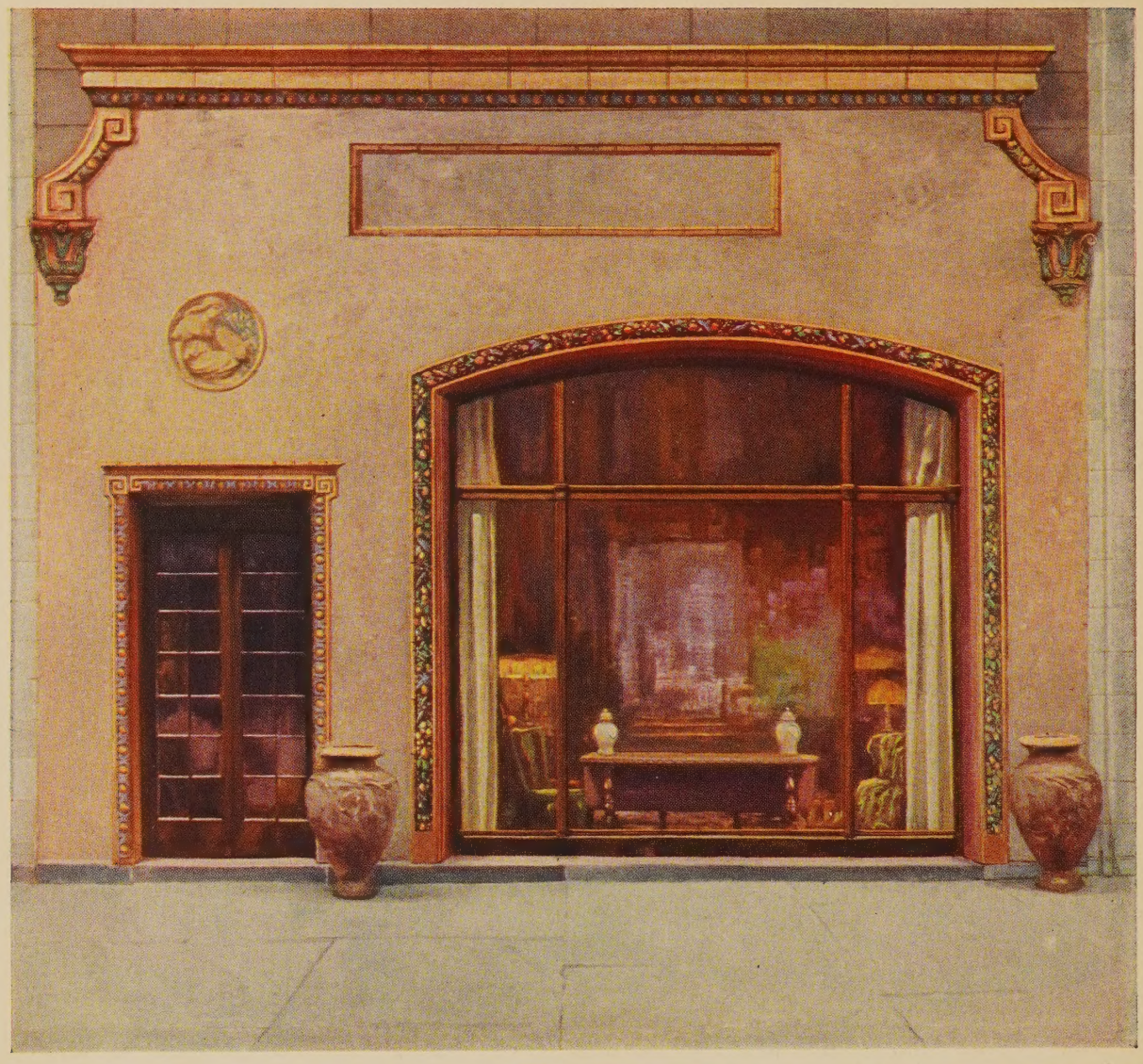
Not only are the most highly approved designs and materials entering into the different types of store fronts discussed, but what is far more to the point, careful consideration is brought to bear upon the importance of preliminary investigation, consultation and decision.

Plans for design, specifications and financing are intimately discussed, and numerous suggestions of value to intending builders are offered. No effort has been spared to make the illustrations as realistic as possible. The oil paintings from which these illustrations were made are studies from actual installations where artistic merit has been coupled with practical value. While the illustrations in the book may not be sufficient in number to give anything like a comprehensive idea of the wide variety of possible designs, yet they do give some conception of the beauty of line and color, selling effect, and suitability to the particular trades for which they were intended.

While a number of trades have been listed under each illustration, these are by no means the limit of possibilities.

Slight changes or alterations in design or plan will, in most cases, make them adaptable for a great variety of businesses.

In addition to the merchants to whom we are indebted for very materially aiding us in compiling this book, we also wish to express our appreciation of the courtesy of the Lycoming Motors Corporation, Williamsport, Pa., in permitting us to model our method of treatment of this subject after their booklet "The Business of Buying a Motor Car."



An interesting treatment of a flush bulk window, showing how an ordinary type of window plan can be lifted out of the commonplace by thought and care in its design.

FOREWORD

WHETHER *you buy an automobile, a house or a store front, you must depend largely upon the reputation of the designer and builder. The highest salaried buyers in the world agree that they would rather buy goods made by a house with a good reputation, without inspection, than to trust to their own judgment of goods made by a house without an established reputation.*

Reputation is based upon performance. This means the establishment of the quality of products plus a policy of fair dealing demonstrated over a long period of time. The quality of our products and the high character of our business policies are so well established that we can afford to suggest, if you are not already familiar with them, that you get an opinion from anyone who has ever had experience with our products, or business dealings.

We endeavor to produce the best store fronts that can be built, and by standardizing our manufacturing processes and doing a large volume of business, we are able to assure reasonable prices.

We are prepared to consult with merchants, architects and builders upon the design and construction of new store fronts. We want merchants to get away from the stereotyped styles. Make them distinctive as well as useful. Our years of practical experience ought to be of some help.

BUYING A STORE FRONT

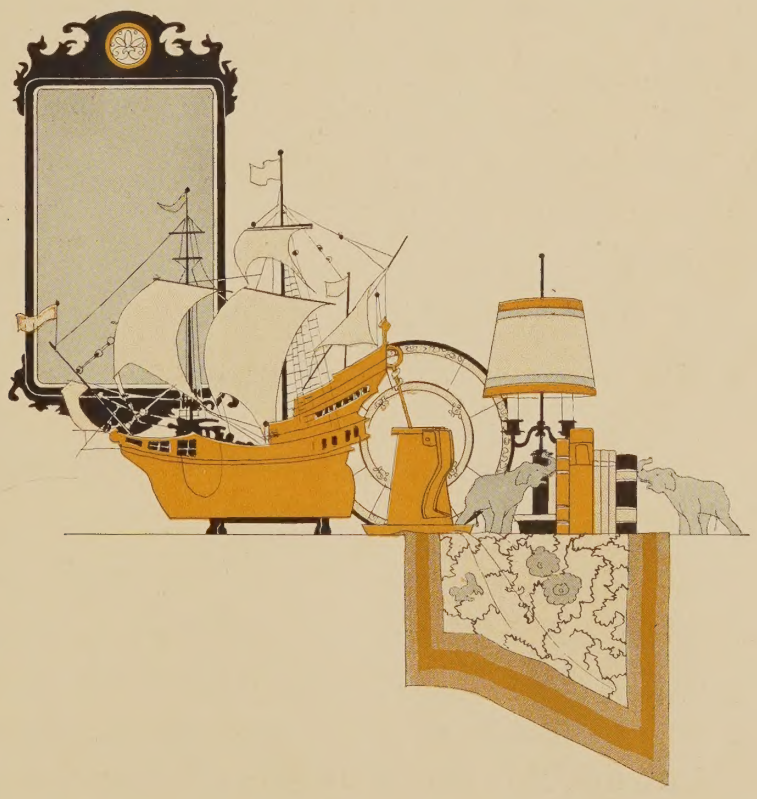
Should be a transaction comparable to the most important action any retailer is ever called upon to make

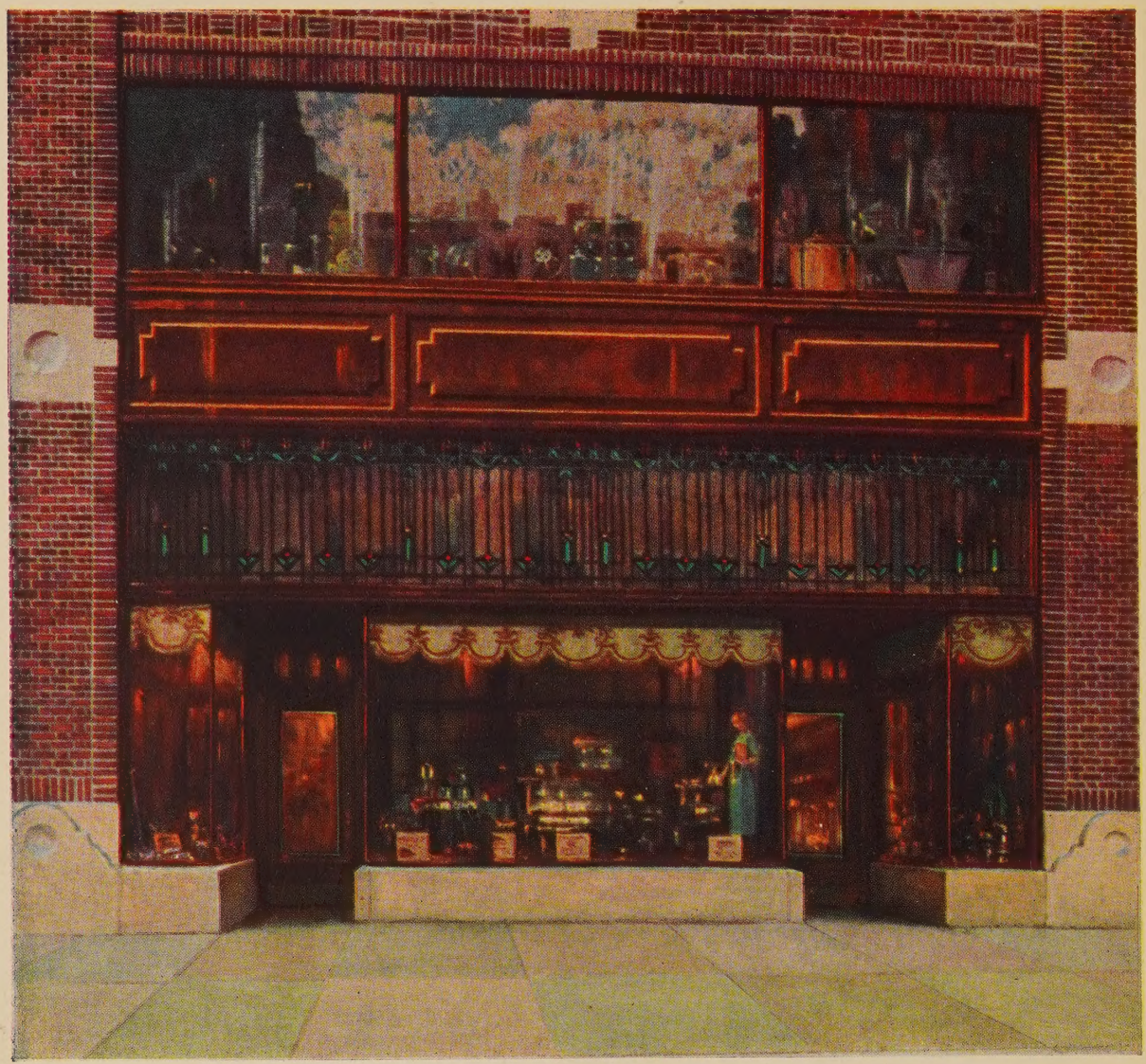
ost of us are just average men, and the average man learns largely through experience. Therefore, when the average merchant is confronted with the problem of building a store front, he knows he has had little or no experience in planning, designing or erecting one. Naturally he begins to look about for ideas and suggestions. This book has been compiled to be of service to that man. Most store front advertising and salesmanship presume that the prospect has settled in his mind all the fundamental problems concerning his store front investment. It presumes that he knows all about the best materials, their comparative cost and relative values; that he has studied the subject carefully from all angles; that he knows just how much he is justified in paying and exactly what he ought to get for that amount of money.

We don't believe the average merchant knows these things, nor do we believe enough has been done to help him understand them —the things he must understand and consider along with the general appearance, which is more talked about, but which alone does not assure permanent satisfaction. The "style" of a store front alone does not govern the profits to be derived from the investment. There are many more important things to be considered. When a man considers buying a store front we believe he thinks first whether or not he is really justified in taking the step—if he does not think of this, he ought to. Then we believe he considers how much he can

afford to spend. If he is an average business man the sum he has available to invest is limited in all probability, and he wonders whether or not he can buy a really good store front for that sum. But how is he to satisfy himself that the store front he has in mind will fill his requirements? He knows that designs and materials are many. It is an easy matter to go out and find a store front that he admires but who is going to help him decide the more serious questions?

This book is going to help him. In it are assembled the best thoughts on these fundamental considerations gathered during a wide investigation from the most accurate sources. It brings together the conclusions of those who have studied the subject from every angle.





An ideal store front design which has met with popular approval by the merchants who have followed the general style incorporated therein.

SHOULD I BUY A NEW STORE FRONT?

WOULD you attempt to make a business trip across the Atlantic Ocean in a sailboat? You certainly would not. Anyone who selected such a mode of passage for purposes of business would hardly be looked upon as having good, practical common sense.

In actual results, meaning sales and profits, there is as much difference between an old style store front and the up-to-date type as there is between a sailboat and an ocean greyhound. That both types of vessels will get you there is true, but the similarity ends abruptly at that point. One takes days and the other months. The same thing is true of store fronts. An up-to-date display window will secure more opportunities for sales in a single day than the average antiquated window will produce in a week.

This is not hearsay, but a positive fact, and is ably demonstrated everywhere by the wonderful success of merchants who have installed them.

Certain things are luxuries, but an attractive store front positively is not. It is a necessity from the standpoint of sound retail merchandising. In practice a correctly designed and properly financed store front will quickly pay for itself, and then render a handsome profit on the investment every day thereafter.

On the following pages we show how you can easily and safely finance the installation of your store front.

An excellent design for a shoe store, which can be readily adapted to men's wearing apparel, haberdashery, millinery and the like.

A not unusual floor plan, but treated in a very distinctive manner.

PUTTING THE CART BEFORE THE HORSE

PLANNING a store front is no simple matter. Every important element in its make-up must be of a consistent standard so that the completed unit represents balanced value. In this connection we have often been called upon for advice and assistance when it was too late to be of any real help. The builder had gone ahead with the construction work without any well-defined plans, or with faulty and misleading estimates, and then, when the work was about half completed, discovered the cost was running far ahead of what the merchant had intended or could afford. They had put the cart before the horse.

The worst feature about a situation such as this is that it usually results in a mad attempt to skimp and save on the final half of the installation, where everything shows. Materials are cheapened and workmanship is sacrificed to such an extent that the outside of the store front, the part which prospective customers see, has a cheap look, common to all makeshift work, and its value is lessened.

Whenever a storekeeper has definitely decided upon the type of store front his business requires, and then finds the estimated cost beyond his pocketbook, it is possible that a number of changes might be suggested which would reduce the cost. It is usually advisable to make changes of this kind—where they will affect neither appearance nor strength—but never during the final stages on those parts that show.

Carefully worked out plans, specifications and estimates on every job, no matter how small or large, eliminate trouble, unnecessary expense and insure satisfaction when the store front is completed.

FINANCING THE PURCHASE *of a* MODERN STORE FRONT

THERE is only one good business reason why any merchant or landlord should install a new store front—*it pays*. The weight of evidence that up-to-date store display windows do pay is convincing. Merchants in nearly every community are reaping the benefit to be derived from the modern store front. Merchants who have been fortunate enough to secure store properties with modern display windows are outstripping those who have failed to take advantage of this method of making sales.

Any progressive merchant can have an up-to-date front. He need not consider whether he has the actual cash on hand to entirely finance the alteration, for if he has the credit or securities that will enable him to borrow the money, that is all that is necessary. Anyway, as a business proposition, he should consider the return on the investment rather than the actual cost.

Alterations are frequently begun with very little financial outlay by the owner. The major portion of it is borrowed. The act prompting the investment is that the total return less the carrying charges nets a good profit.

Without a doubt any business man in good standing can easily make the necessary financial arrangements to take care of ordinary alteration work, including inside equipment, provided he has proved himself a wide awake merchant and a capable business man. Certainly any banker would look upon such action on the part of a merchant as a progressive and justifiable step in his business career.

Frequently merchants who occupy stores in buildings which

they do not own are desirous of installing an up-to-date front. Any merchant who cannot get his landlord to make such changes is justified in assuming such a responsibility if he can satisfy himself that the return will pay off the investment and show a satisfactory profit to him within the term of his lease.

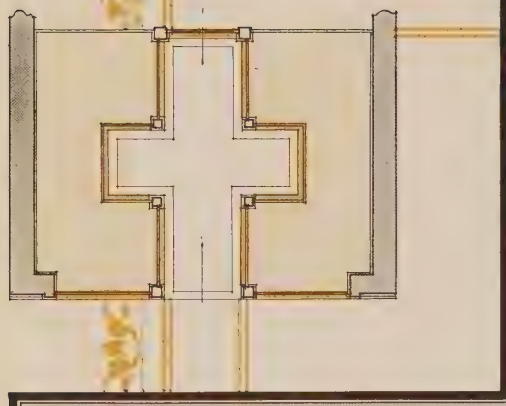
From what has been said it is evident that one need not wait until a sum of money sufficient to complete the work is actually in hand. This may take a long term of years. By acquiring a new store front through financial channels as suggested, a merchant may accomplish the whole transaction in one-half the time.

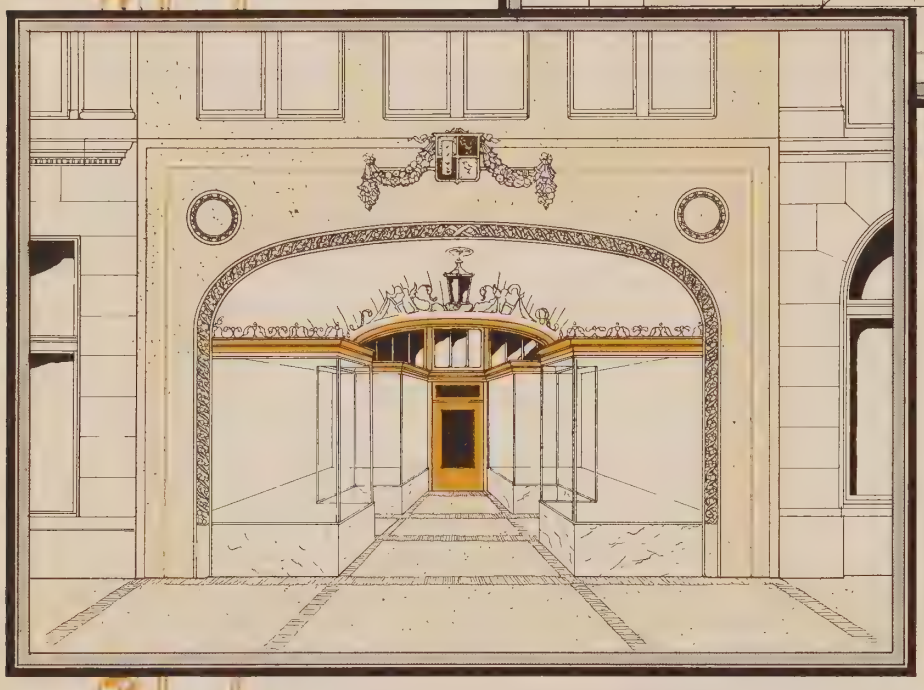
HOW MUCH SHOULD A MERCHANT PAY *for a* STORE FRONT

It is not the costly display windows that always prove the most profitable. Carefully planned fronts built at moderate cost are the most effective. It is utterly impossible to lay down a prearranged set of rules that will tell every merchant exactly what kind of front he needs, or how much it should cost. Conditions are always too varied. Character of location, population and class of trade all have an important bearing on the problem.

Every peculiar and special phase of the customer's business should be carefully studied and discussed before plans and specifications are prepared whether the store front is to cost a few hundred dollars or many thousands. Our advice is to always consult an experienced architect.

By this method is the merchant able to decide to a certainty what kind of store front he should have, and to know about what will be the cost of the completed work. If he proceeds along these lines, he will have the satisfaction of knowing that he bought wisely and builded well.





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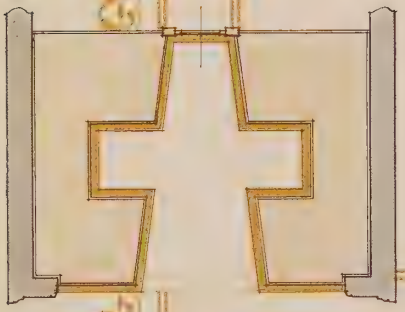

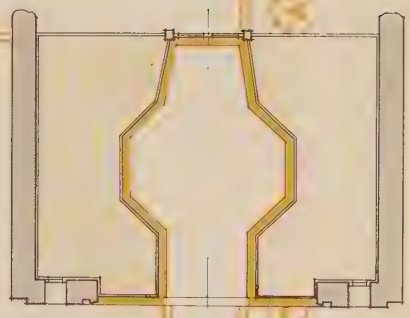

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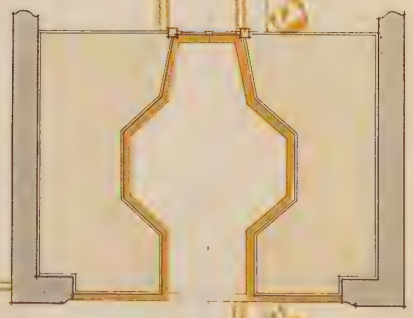


A SIMPLE but very effective treatment where inexpensive materials are used.

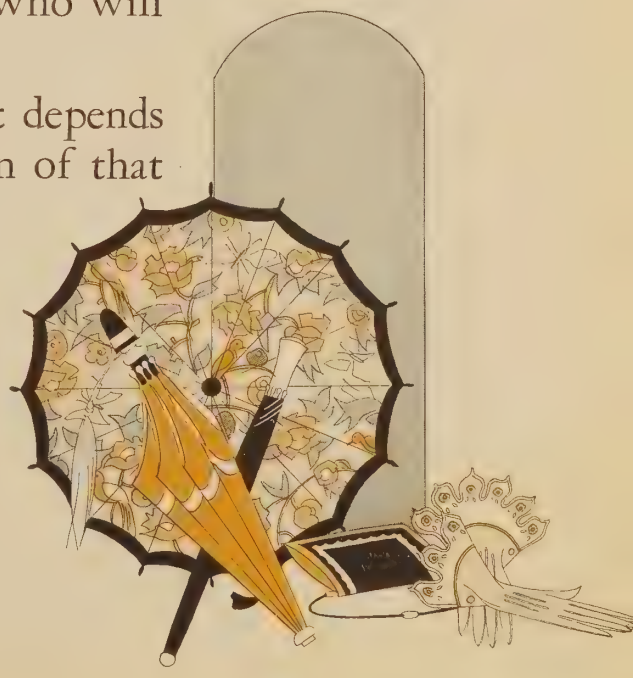
Line, proportion and color go to make up a harmonious whole. It is well suited for gowns, millinery and clothing.

DESIGN, MATERIAL AND WORKMANSHIP

THE DESIGN of store fronts cannot be described as limitless, but it certainly covers a very wide range in which the imagination is only held in check by certain practical matters which cannot be ignored. A store front may be a thing of great beauty, a work of art, compelling the eyes of all who pass and yet be so impractical as to be utterly useless. On the other hand it may be so "practical," so "cut and dried" as to be of no value as a sales agent.

We have watched the development of the art of design and of building store fronts for years and believe we have had some part in the production of finer and better show windows. We do not claim a knowledge of all there is to be known about display-window design, but, through a long series of years, in which we have been actively engaged in this business, we have acquired a wide experience from which to draw. With this as a background we have begotten a confidence in our work among merchants which we greatly value. We are entirely willing to part with this knowledge and to endeavor to help all who will be helped.

The monetary value of a store front depends on its design and the faithful translation of that design into appropriate building materials. This does not mean that the materials must be of the most expensive. Far from it! It means that materials must be chosen from the standpoint of harmony, practicability and cost.

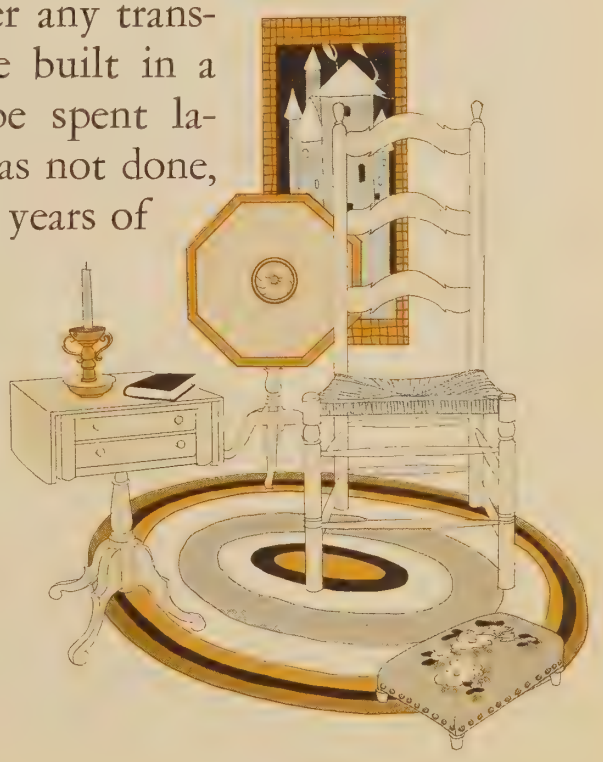


THIS store front was built almost entirely from stock material, yet notice the character and dignity expressed with their proper handling. Such a simple classic design effectively displays shoes, drugs or hardware, as well as men's haberdashery.

The materials that may enter into the construction of a modern display window are almost countless. For instance, there are many, many varieties of wood, marble, tiling, plaster, textiles, paints, metal and glass. These products, properly chosen and then placed together by skilled craftsmen, are capable of making larger returns on your investments than perhaps you dream.

A well-designed store window employing the finest building products is never complete, however, if these materials are not well assembled. Skilled workmanship is essential. Too often this phase of the transaction is almost ignored and with disastrous results. There is no excuse for poor workmanship. Skilled workmen can usually be employed in your own locality; if not, we will be pleased to recommend builders, for competitive bidding, who have proved themselves competent and thoroughly trustworthy in past transactions.

Our purpose is to sell goods with satisfaction—to our customer and ourselves. This can be accomplished, we believe, by rendering service as well as delivering goods. We have the goods. We are at your service. It never pays to enter any transaction hastily. A store front can be built in a hurry and lots of time may later be spent lamenting the fact that this or that was not done, or such and such materials used. Our years of experience, we believe, fit us to consult with you and advise as to materials and construction.



All merchants who are interested in improving their store fronts are cordially invited to write to us or call upon us for any information.

In a gown shop of this design, the second floor treatment shown offers possibilities for display, or finely lighted workroom or fitting room.

The first floor plan permits complete view of the gowns on display, with attention focused on the center case.

METAL SASH MADE THE MODERN STORE FRONT POSSIBLE

A FEW years ago no one dreamed of anything like our present day store fronts. The merchants of those days had to use comparatively small sheets of glass glazed in wood frames; consequently, their windows were small, with a very limited display space. The wood frames and corner posts were bulky, often unsightly, always obstructing a full view of the goods.

Moreover, storekeepers were frequently obliged to paint and repair their windows.

Metal store front construction changed all this—it established a new era in the retail business world because it brought about greater possibilities for merchandising.

Just think what would happen to your business if you could not display your merchandise. Consider the value of your show windows! Even the crudest kind of window displays will produce some sales—and the number of sales made is in direct proportion to the efficiency of the windows. Every dollar you spend for a new up-to-date metal store front will bring more to your cash register than the same amount spent in almost any other way.

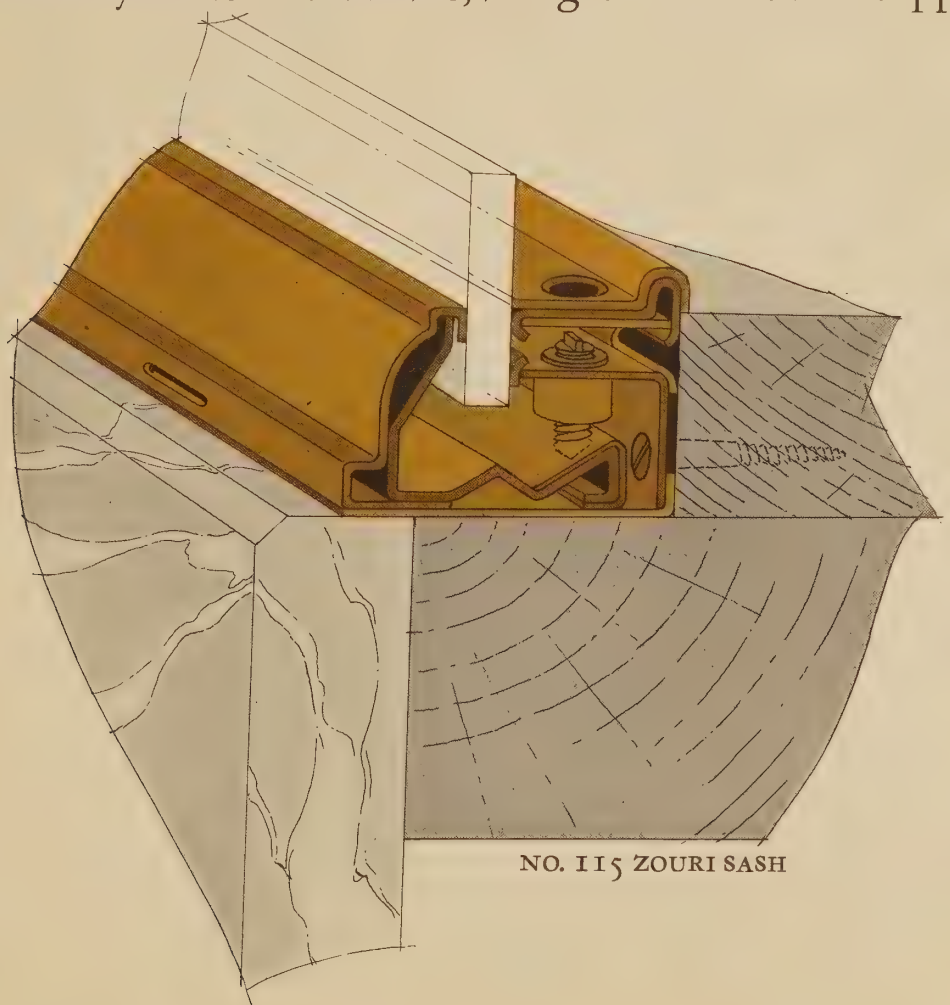
Modern metal sash in a store front is as far ahead of the ancient wooden sash as the present-day automobile is ahead of the old one-horse shay.

A PRACTICAL and efficient window salesman, with an attractive, pleasing, inviting atmosphere.

It is a substantial, straightforward, business-like store front, and has proven its value as a business getter.

TWO TYPES OF METAL STORE FRONT CONSTRUCTION

WHEN a new store front is under consideration most merchants wisely decide that they want the best that money can buy. Others, because of the temporary nature of their requirements or because of limited capital, may decide that more inexpensive materials will answer their requirements satisfactorily. For this reason we carry two types of metal store front construction. They are the Zouri Safety Key-Set and the International systems. Both are of attractive design, skilfully made and durable, being constructed of copper.



NO. 115 ZOURI SASH

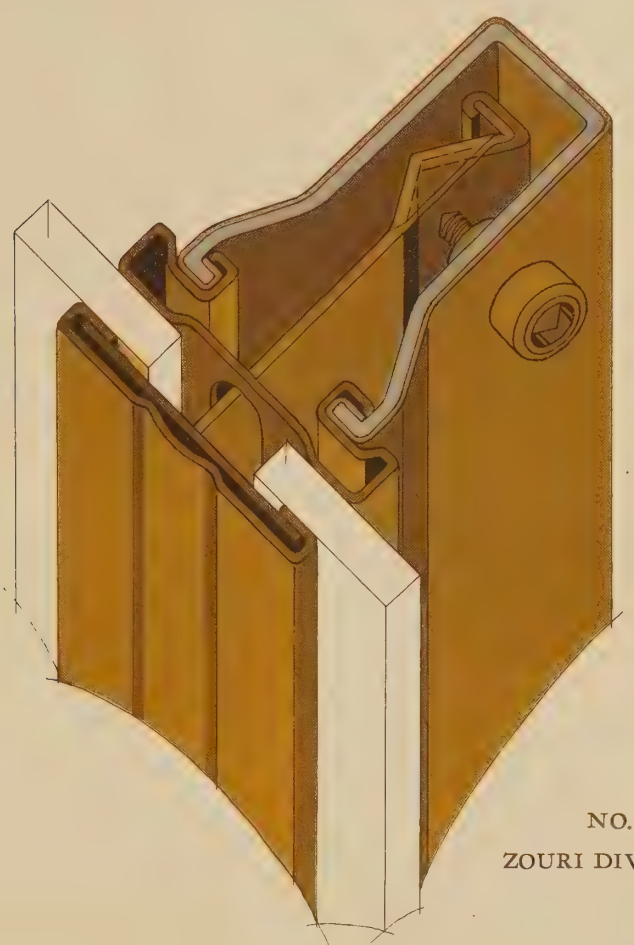
An ideal arrangement for the front of a furniture store, offering first and second floor display.

Furniture is a subject that requires ample room to acclaim its merits, and to show one piece in relation to another.

This window makes it possible to completely furnish three rooms in the first floor windows, with a touch of realism added by bedroom furniture displayed on the second floor.

The Zouri Safety Key-Set Sash, as the name implies, is designed for safety setting and is approved as such by the Underwriters' Laboratories. It is constructed entirely of solid copper and brass and contains no parts that will rust.

The inner member, against which the glass rests, is a rigid rabbet, assuring a straight, uniform and unyielding surface for the glass to rest against—an essential for safe setting. The face member, which rests against the glass and holds it in place, is secured by a concealed, indirect screw-pressure arrangement which permits the setting of glass without the usual danger of breakage. This device eliminates all exterior screws so that the face member is entirely smooth and free from all unsightly, dirt-collecting depressions. This sash is also provided with adjustable setting blocks—



NO. 300
ZOURI DIVISION BAR

THAT small shop in the middle of the block can be made a thing of beauty and so attractive that it will simply compel passers-by to look.

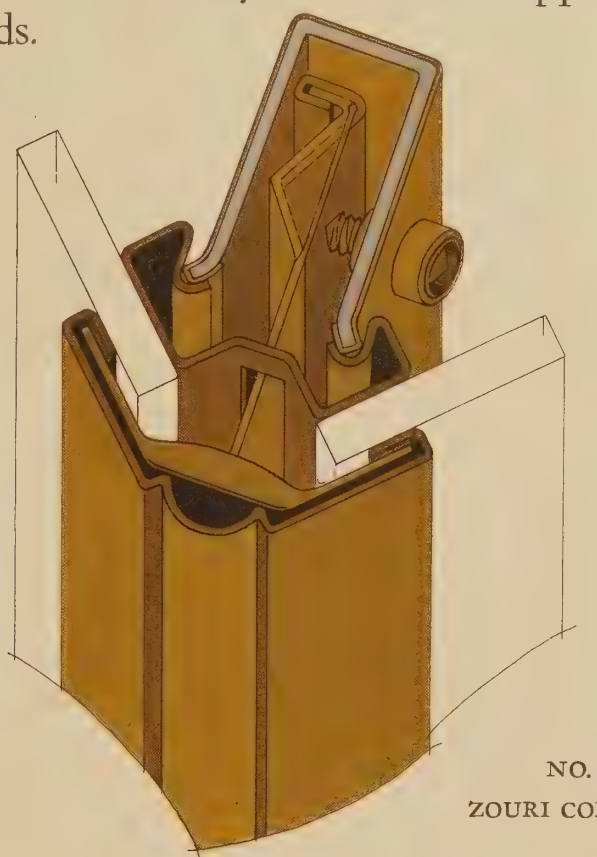
This delightful little gift shop, with upstairs offices and apartments, may just as well be used to sell fine millinery, confectionery or shoes.

a remarkable invention and another essential for the safe setting of glass.

The only pressure exerted on the glass is indirectly applied. This is accomplished by the use of a small key operated through the back member of the sash on the inside of the window. The safety device cannot become displaced or work loose. Division and Corner bars are constructed upon exactly the same lines.

The Zouri Safety Key-Set construction has been examined, tested and is manufactured with the approval of the Underwriters' Laboratories.

It costs some more, of course, but it is well worth the small additional cost over the direct screw pressure systems. This construction can also be made in solid bronze for those who desire to avail themselves of the beauty of color and appearance that only real bronze affords.



NO. 200
ZOURI CORNER BAR

And the grocery store—why may it not present an attractive front as well as any other retail business house?

This simple, inexpensive, tiled front sends out an irresistible invitation to buy and any purveyor of fine fruits, meats, or provisions of any kind can well afford to have it installed.

If a customer, for some good reason, should decide in favor of a less expensive type of construction, the International system will fill his requirements. It is similar in design to the Zouri system but differs in mechanical construction. It is applied, and the glass is held in place, by long screws which pass from the face member through the gutter member to the wood backing.

A complete system of heavy, drawn copper mouldings and coverings for sills, jambs, mullions and transom bars is also manufactured, together with show case doors and hinged and pivoted transom sash. All these parts are used with either Zouri or International sash to form a complete metal store front, harmonious in every detail.

Both of these types of construction can be supplied by us. Complete stocks are carried in our warehouses for immediate shipment.

This Card is to be mailed

CONSULTATION
ESTIMATES
SKETCHES

FREE SERVICE
To Merchants

CONSULTATION
ESTIMATES
SKETCHES

Pioneer Glass and Paint Co.
Omaha, Neb.

DATE_____

GENTLEMEN:

With the distinct understanding that I am not to be obligated in any way, will you kindly send one of your representatives to see me. I may be interested in building a new store front and would appreciate an opportunity of getting some information concerning the style and cost of a front that is best suited to my requirements. I would be interested in seeing some drawings and sketches featuring construction details of the very latest types of store display windows.

NAME_____

ADDRESS_____

"He Who Serves Best Profits Most"

WE are firm believers in that old adage. If you are thinking of buying a new store front or only altering your old one, we would appreciate an opportunity to call and discuss your store front problem with you. We believe we can help you. There is no obligation involved.